

Department of Visual Arts
(Graphic designing & Communications)

VISION:

As a passionate artist, our vision is to cultivate a vibrant and creative community of budding artists blending with creativity & technology.

MISSION:

To empower students with artistic ideas and technical skills by observing, adopting, and implementing industry standards.

Program educational objectives:

1. Students will learn how to handle the creative pressure.
2. To develop themselves as successful artists with industry standards
3. To be known for their unique creative art with quality and standard.
4. Students will learn how to start their startups in the creative field with research.
5. To build a potential to make a successful higher study.

Program outcome:

Program Outcomes for BVA Graphic Design,

- PO1. Graduates across all disciplines will demonstrate critical thinking skills by analysing design or animation concepts, evaluating creative solutions, and problem-solving to address complex challenges within their respective fields, fostering innovative and effective outcomes.
- PO2. Graduates will exhibit ethical awareness and integrity in their professional practice, respecting cultural diversity, promoting inclusivity, and upholding ethical principles and standards in client interactions, project execution, and content creation, ensuring responsible and ethical contributions to their industries.
- PO3. Graduates will integrate principles of environmental sustainability into their work, making informed choices about materials, production processes, and design solutions to minimize environmental impact, promote sustainable practices, and contribute to a more environmentally conscious and responsible design and animation industry.
- PO4. Graduates will embrace self-directed learning and commit to lifelong learning, continuously seeking opportunities for professional growth, skill development, and industry engagement to stay updated with emerging trends, technologies, and best practices, fostering adaptability, resilience, and continuous improvement throughout their careers.

Program Specific Outcomes BVA Graphic & Communication Design:

- PSO1. Graduates will demonstrate the ability to analyze design problems critically, evaluate various design solutions, and make informed decisions that align with project goals, user needs, and industry standards.
- PSO2. Graduates will exhibit ethical awareness and responsibility in their design practice, considering the social, cultural, and environmental impact of their work and adhering to ethical guidelines and professional standards in all aspects of design production and communication.

Course Outcomes for Animation and Game Art:

SEM-1 Design Fundamentals I:

CO1: Visual Elements & Communication 1

CO2: Visual Elements & Communication 2

CO3: Design Principles in 2D and 3D

Course: Design Fundamentals I:
Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Intro to visual Elements & Communication 1	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Discuss Visual Elements & Communication II	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Learn Design Principles in 2D and 3D	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

PSO2	$(3/3)*(79.6+74.5+75.5)/5=74.96$
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Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM- 1 Drawing Fundamentals I:

CO1: Understanding perception and visual elements.

CO2: Developing observational drawing skills.

CO3: Studying human figures and perspective principles.

Course: Drawing Fundamentals I Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understanding perception and visual elements.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Developing observational drawing skills.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Studying human figures and perspective principles.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
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CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
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Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1	75.5

	PSO2	
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PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-2 Design Fundamentals- II

CO1: - Develop an understanding of various influences on visual culture.

CO2: - Acquire skills in creating complex 3D forms and structures.

CO3: - Demonstrate proficiency in applying colour theory to 3D design.

Course: Design Fundamentals- II: Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Develop an understanding of various influences on visual culture.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Acquire skills in creating complex 3D forms and structures.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Demonstrate proficiency in applying colour theory to 3D design.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
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Targets: Targets are set for each CO of a course separately as

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CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
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Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
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CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
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Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1	75.5

	PSO2	
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PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
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PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
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Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM- 2 Drawing Fundamentals II:

CO1: Exploring Drawing Techniques, Pictorial Systems, and Measurements.

CO2: Understanding Surfaces, Light and Shadow, Nature Drawing.

CO3: Study of Human Anatomy, Dynamic Poses, and Expressions.

Course: Drawing Fundamentals II

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/</i> <i>Conceptual/</i> <i>Procedural/</i> <i>Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Exploring Drawing Techniques, Pictorial Systems, and Measurements.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Understanding Surfaces, Light and Shadow, Nature Drawing.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Study of Human Anatomy, Dynamic Poses, and Expressions.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
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CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

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CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave}$ $+0.5 * \text{SEE Cl. Ave}$
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CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
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CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

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Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
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PO and PSO Attainment

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PO/PSO	Attainment (%)
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PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-3 Graphic designing & communication

CO1: Societal importance of communication, evolution of media, and study of gestures, symbols, and scripts.

CO2: Application of Graphic Design principles to solve design challenges, and progression through different design stages.

CO3: Creation of symbols/logos, letterform exploration, practical design projects, and mini-research projects.

Course: Graphic designing & communication

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Societal importance of communication, evolution of media, and study of gestures, symbols, and scripts.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Application of Graphic Design principles to solve design challenges, and progression through different design stages.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Creation of symbols/logos, letterform exploration, practical design projects, and	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

	mini-research projects.				
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
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Attainment of COs from CIE

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Attainment of COs from SEE

CO	Class Average in SEE
CO1	74

CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
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CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
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Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
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Course-POs/PSO Mapping

Course	POs												PSOs				
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TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
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Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

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PO/PSO	Attainment (%)
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Recognized by Govt. of Karnataka | Recognized by UGC with 2(f) | permanently affiliated to Bengaluru North University NAAC Accredited Institution | ISO 9001-2015 Certified Institution

PO1	$(3/3)*(79.6+74.5+75.5)/5=74.96$
PSO1	$(3/3)*(79.6+74.5+75.5)/5=74.96$
PSO2	$(3/3)*(79.6+74.5+75.5)/5=74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-3 Basic Typography:

CO1: Typography exploration, experiments, and aesthetic study.

CO2: Construction of San-serif and Serif fonts.

CO3: Letter anatomy, spacing assignments, and expressive typography research project.

Course: Basic Typography

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Typography exploration, experiments, and aesthetic study.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Construction of San-serif and Serif fonts.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Letter anatomy, spacing assignments, and expressive typography research project.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
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Attainment of COs from CIE

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Attainment of COs from SEE

CO	Class Average in SEE
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Computation of CO Direct Attainment in the course:

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CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-3 Digital Media- I:

CO1: Digital medium introduction, image manipulation, and colour modes exploration.

CO2: Drawing techniques, photo corrections, and typographic design.

CO3: Product labels design, greeting cards, posters, and storybook illustrations project.

Course: Digital Media
Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Digital medium introduction, image manipulation, and colour modes exploration.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Drawing techniques, photo corrections, and typographic design.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Product labels design, greeting cards, posters, and storybook illustrations project.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM- 4 Graphic Design and Communication II:

CO1: Symbols and signage design, layout principles, history of reproduction, and media influence.

CO 2: Publication design introduction, press layout techniques, and contextual layouts.

CO3: Poster and display material design, commercial poster aspects, and mini-project development.

Course: Graphic Design and Communication II

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Symbols and signage design, layout principles, history of reproduction, and media influence.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Symbols and signage design, layout principles, history of reproduction, and media influence.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO3	Poster and display material design, commercial poster aspects, and mini-project development.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
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CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-4 Advance Typography C-II:

CO1. Design and apply advanced type forms in context-based layouts.

CO.2. Apply knowledge of composition using type as a primary visual element

CO 3. Design different concepts for targeted audiences able to execute the visibility of the style, shape and content for all types of layouts

CO 4: Use the digital medium to execute the final stage of application for printing and web platforms.

Course: Advance Typography C-II

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Design and apply advanced type forms in context-based layouts.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Apply knowledge of composition using type as a primary visual element.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Design different concepts for targeted audiences able to execute the visibility of the style, shape and	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

	content for all types of layouts.				
CO4	Use the digital medium to execute the final stage of application for printing and web platforms.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76
CO4	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74
CO4	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5
CO4	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

C04	75
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CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5
CO4	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	
CO4	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
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CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
CO4	PO1 PSO1 PSO2	20
		80

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
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CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5
CO4	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs	PSOs
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	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-4 Digital Media-II:

CO1. Create effective typography designs used for raster and vector illustrations and designs.

CO.2. Use the Digital Medium to explore the Lay out Designs for print media.

CO 3. Use the digital Medium in creating Type and Image and can create impactful Designs.

CO 4: Use the digital medium to execute Portfolios, blogs and webpages and work in digital marketing platforms.

Course: Digital Media-II

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Create effective typography designs used for raster and vector illustrations and designs.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Use the Digital Medium to explore the Lay out Designs for print media.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Use the digital Medium in creating Type and Image and can create impactful Designs.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO4	Use the digital medium to execute Portfolios, blogs and webpages and work in digital marketing platforms.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76
CO4	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74
CO4	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5
CO4	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73
CO4	75

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5
CO4	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	
CO4	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
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CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
CO4	PO1 PSO1 PSO2	20
		80

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
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CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5
CO4	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs	PSOs
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	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-5 Graphic Design for Print & Web Media:

CO1. Remember, recognize, and use the knowledge in gained from prerequisite subjects from previous semesters

CO.2. Differentiate and analyse the Graphic Design language as required for Print Media.

CO.3. Do user research in web Media and analyse the design and execute.

Course: Graphic Design for Print & Web Media Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Remember, recognize, and use the knowledge in gained from prerequisite subjects from previous semesters	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Differentiate and analyse the Graphic Design language as required for Print Media.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Do user research in web Media and analyse the design and execute.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave}$ $+0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-5 Graphic Design for Gaming:

CO1. To remember and identify the skills required to design storyboards and game illustrations using their skills acquired in the previous semester.

CO.2 Planning and executing the Game design process.

CO.3. Able to create Game design assets using the digital skills acquired earlier.

Course: Graphic Design for Gaming

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understanding perception and visual elements.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Developing observational drawing skills.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Studying human figures and perspective principles.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave}$ $+0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM- 5 Information Design:

CO1. Do research and gather information Classify, and analyse the information collected and will be able to arrange them for the execution

CO.2 Plan, and develop the concepts for Infographic Designs

CO.3 Digitally Visualize the concepts and present their Design concepts.

Course: Information Design

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Do research and gather information Classify, and analyse the information collected and will be able to arrange them for the execution	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Plan, and develop the concepts for Infographic Designs	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO3	Digitally Visualize the concepts and present their Design concepts.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave}$ $+0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-5 Theory of Advertising Design:

CO 1. Remember and identify the concepts of advertising and be able to record the information.

CO 2. Interpret the Concepts of advertisement used in various advertisements by well-known designers and from their works.

CO 3 Differentiate, analyze and interpret the role of Advertisements and its impact on society.

Course: Theory of Advertising Design

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Remember and identify the concepts of advertising and be able to record the information.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Interpret the Concepts of advertisement used in various advertisements by well-known designers and from their works.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO3	Differentiate, analyze and interpret the role of Advertisements and its impact on society.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
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CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

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PSO1	$(3/3)*(79.6+74.5+75.5)/5=74.96$
PSO2	$(3/3)*(79.6+74.5+75.5)/5=74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-6 Advertising Design & Media:

CO1. Research, Ideate and Create concepts for advertisements for the promotion and branding of Institutions, Corporations and Industries, companies.

CO2. Plan and create suitable strategies and Identify suitable design solutions for the advertisements and Branding for the sector chosen.

CO3. Visualize the advertising concepts in Digital media as mentioned in the above sectors using the skills and knowledge acquired.

Course: DAdvertising Design & Media

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Research, Ideate and Create concepts for advertisements for the promotion and branding of Institutions, Corporations and Industries, companies.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Plan and create suitable strategies and Identify suitable design solutions for the advertisements and Branding for the sector chosen.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO3	Visualize the advertising concepts in Digital media as mentioned in the above sectors using the skills and knowledge acquired.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM- 6 Packaging Design and Printing:

CO1. Identify the needs for the packaging and ideate concepts using Design Principles

CO2. Organize, plan and find out the Design solutions for the packaging Design of various types and requirements.

CO3. Use the different printing Technologies to achieve the artistic, creative Packaging Designs of various products.

Course: Packaging Design and Printing

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Identify the needs for the packaging and ideate concepts using Design Principles.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Organize, plan and find out the Design solutions for the packaging Design of various types and requirements.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO3	Use the different printing Technologies to achieve the artistic, creative Packaging Designs of various products.	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
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Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
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Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
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CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20
		60

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
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PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 3 = 74.96$
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Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			

SEM-6 Introduction to UI/UX Design:

CO1. Memorize, Recall, identify the Design principles and apply them in their Design concepts

CO2. Identify the needs for the UI/UX Design and conduct a thorough Research to acquire good knowledge of the subject

CO3. Analyze, differentiate the information Architecture and use the Design process to achieve good Design

Course: Introduction to UI/UX Design

Credits: 10

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Memorize, Recall, identify the Design principles and apply them in their Design concepts	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
CO2	Identify the needs for the UI/UX Design and conduct a thorough Research to acquire good knowledge of the subject	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2

CO3	Analyze, differentiate the information Architecture and use the Design process to achieve good Design	CONCEPTUAL	Understand & apply	20	PO1 PSO1 PSO2
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CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (15)	T2 (15)
CO1	6	5	7	8
CO2	4	5	8	7

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (15)	T2 Cl. Ave (15)	CIE Class Average (%)
CO1	1.6	1.6	5.6	5.6	80
CO2	1.6	1.6	5.6	5.6	75
CO3	0	0	0	0	76

Attainment of COs from SEE

CO	Class Average in SEE
CO1	74
CO2	74
CO3	74

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.5 * \text{CIE Cl. Ave} + 0.5 * \text{SEE Cl. Ave}$
CO1	80	74	79.6
CO2	75	74	74.5
CO3	76	74	75.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	75
CO3	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	79.6	80	0.4
CO2	74.5	75	0.5
CO3	75.5	73	-2.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	0.4		80
CO2	75	0.5	We asked to students to solve the previous year's question papers	
CO3	73	-2.5	More assignments were given to understand the concept more	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	20
CO2	PO1 PSO1 PSO2	20
CO3	PO1 PSO1 PSO2	20

		60
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Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
60 of 60(100%) sessions are devoted to PO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO1	Mapping strength 3
60 of 60(100%) sessions are devoted to PSO2	Mapping strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment(%age)
CO1	PO1 PSO1 PSO2	79.6
CO2	PO1 PSO1 PSO2	74.5
CO3	PO1 PSO1 PSO2	75.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)
= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO1	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$
PSO2	$(3/3) * (79.6 + 74.5 + 75.5) / 5 = 74.96$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
Attainment	.74												.74	.74			