

# **Master of Science** **(Brand Identity Design and Visual Communication)**

## **Program Outcomes(POs)**

At the end of the programme students will be able to:

- PO1:** Analysis of a client's brief
- PO2:** Exploration of the problematic space
- PO3:** Generation and development of creative directions
- PO4:** Development and finalisation of the offer
- PO5:** Project management
- PO6:** Communication

## **Programme Specific Outcomes (PSOs)**

- PSO1. The program also puts emphasis on a humanistic, empathetic and value creation approach in design, by understanding and researching human links, actions, patterns, needs, desires and benefits.
- PSO2. Develop a cradle to cradle product life cycle including cost and economies of scale, logistic systems and sustainability

**Course Outcomes (COs)**

<b>Semester</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes (COs)</b>
<b>I</b>	<b>21MSD1C11</b>	<b>INTERNSHIP (PROJECT)</b>	<p><b>CO01:</b> Experiencing a new culture, a new country and a new way of working</p> <p><b>CO02:</b> Managing professional level project from A to Z</p> <p><b>CO03:</b> Create real life products according to real constraints and timelines</p> <p><b>CO04:</b> Opening up to new independent lifestyle</p>
<b>II</b>	<b>21MSD2C13</b>	<b>THESIS-I</b>	<p><b>CO01:</b> Formulate problematic initial question</p> <p><b>CO02:</b> nalyse a bibliographic research</p> <p><b>CO03:</b> summarize references into reading notes.</p> <p><b>CO04:</b> Create a tentative summary of his or her thesis</p>
	<b>21MSD2C14</b>	<b>3D &amp; VR</b>	<p><b>CO01:</b> Modelling of any object based of reference pictures</p> <p><b>CO02:</b> Integrate 3D files into the VR environment ( unity,..)</p> <p><b>CO03:</b> use the HTC vive, oculus rift environment</p> <p><b>CO04:</b> Create immersive experiences using 3D modelisation and Immersive tech.</p> <p><b>CO05:</b> Create some script of immersive experience</p>
	<b>21MSD2C15</b>	<b>ROUGHES AND STORYBOARD</b>	<p><b>CO01:</b> Understand how to capture motion</p> <p><b>CO02:</b> Apply sketching techniques to indicate scenarios and actions</p> <p><b>CO03:</b> Understand the human body and its nuance</p> <p><b>CO04</b> Apply sketching tips and techniques to create human figures in the scenarios</p> <p><b>CO05:</b> Create some script of immersive experience</p>

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	21MSD2C17	<b>AFTER EFFECTS</b>	<p><b>CO01:</b> Understand advanced aftereffects concepts</p> <p><b>CO02:</b> Understand motion, tracking, rigging and manipulation of assets</p> <p><b>CO03:</b> Apply these concepts to create moving integrations.</p>
	21MSD2C26	<b>PROFESSIONALIZATION AND MARKETING FOR INTERACTION DESIGNERS</b>	<p><b>CO01:</b> Learn about oneself and about others</p> <p><b>CO02:</b> Extend and reinforce one's network.</p> <p><b>CO04:</b> How to prepare a pitch (oral defense)</p> <p><b>CO05:</b> Question and re-phrase the brief</p> <p><b>CO06:</b> Prepare the presentation with focus on the positioning of the concept</p>
	21MSD2P12	<b>PROJECT-I INDUSTRIAL (LONG/SHORT)</b>	<p><b>CO01:</b> Run a project from A to Z</p> <p><b>CO02:</b> Collaborate in a team</p> <p><b>CO03:</b> Organise work and available resources</p> <p><b>CO04:</b> Deal with project stakeholders and customers</p> <p><b>CO05:</b> How to enter in and understand different markets</p> <p><b>CO06:</b> Create relevant and desirable solutions.</p>
	21MSD2P12	<b>PROJECT-II (WORKSHOP+COMPETITIONS)</b>	<p><b>CO01:</b> Understand the complexity</p> <p><b>CO02:</b> Re-brief a problem into a Design brief, through the 360 method</p> <p><b>CO03:</b> Execute field researches</p> <p><b>CO04:</b> Analyse results and be critical about opportunities</p> <p><b>CO05:</b> Create innovate never seen original solutions.</p> <p><b>CO06:</b> representing the solutions visually ( 2d and 3D)</p> <p><b>CO07:</b> pitching the full project efficiently and professionally</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
	21MSD2P13	PROJECT-III	<p><b>CO01:</b> Understand the complexity</p> <p><b>CO02:</b> Re-brief a problem into a Design brief, through the 360 method</p> <p><b>CO03:</b> Execute field researches</p> <p><b>CO04:</b> Analyse results and be critical about opportunities</p> <p><b>CO05:</b> Create innovate never seen original solutions.</p> <p><b>CO06:</b> representing the solutions visually ( 2d and 3D)</p> <p><b>CO07:</b> pitching the full project efficiently and professionally</p>
	21MSD2S22	SYSTEMIC MODELIZATION ECO DESIGN AND BIO MIMICRY	<p><b>CO01</b> To develop general knowledge about the modelisation process</p> <p><b>CO02</b> To solve complexity and systematisation</p> <p><b>CO03</b> To understand the principles of bio tech</p> <p><b>CO04</b> To generate a vast knowledge about natural/ bio science</p> <p><b>CO05</b> To understand ecosystems and their balance</p> <p><b>CO06</b> To develop a constructive critical mind</p> <p><b>CO07</b> Being able to relate human problem to natural solutions.</p>
III	21MSD3C13	THESIS II	<p><b>CO01:</b> How to perform and use a bibliographic research</p> <p><b>CO02:</b> How to create reading notes from the references book</p> <p><b>CO03:</b> How to problematize</p> <p><b>CO04:</b> How to write a final thesis</p>

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	21MSD3C14	<b>COGNITIVE SCIENCE AND RESEARCH</b>	<p><b>CO01:</b> The student will learn the latest results of cognitive science, which explain in many ways a lot of our interactions with the world and with the people.</p> <p><b>CO02:</b> The student will be exposed to the latest trends in cognitive science.</p> <p><b>CO03:</b> The student will reassess their projects to reevaluate understanding by an audience.</p>
	21MSD3C15	<b>BIO MIMICRY AND CIRCULAR ECONOMY</b>	<p><b>CO01:</b> To Evaluate solutions in nature to problems faced in projects.</p> <p><b>CO02:</b> Implement technical solutions inspired by nature into projects.</p> <p><b>CO03:</b> Create links necessary to build up a circular economy or blue economy.</p>
	21MSD3P11	<b>TRANS DISCIPLINARY PROJECT I</b>	<p><b>CO01:</b> Understand the complexity</p> <p><b>CO02:</b> Re-brief a problem into a Design brief, through the 360 method</p> <p><b>CO03:</b> Execute field researches</p> <p><b>CO04:</b> The student will learn how to collaborate with other professionals with different mindset, culture and methodology.</p> <p><b>CO05:</b> They will learn how to share the design thinking methodology, for which they are the main stakeholders.</p> <p><b>CO06:</b> They will also learn to work on the engineering and marketing territories</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
	21MSD3P12	<b>TRANS DISCIPLINARY PROJECT II</b>	<p><b>CO01:</b> Understand the complexity</p> <p><b>CO02:</b> Re-brief a problem into a Design brief, through the 360 method</p> <p><b>CO03:</b> Execute field researches</p> <p><b>CO04:</b> The student will learn how to collaborate with other professionals with different mindset, culture and methodology.</p> <p><b>CO05:</b> They will learn how to share the design thinking methodology, for which they are the main stakeholders.</p> <p><b>CO06:</b> They will also learn to work on the engineering and marketing territories</p>
	21MSD3S11	<b>DESIGN MANAGEMENT</b>	<p><b>CO01:</b> How a design team works</p> <p><b>CO02:</b> What is the reality, and what is expected of Design management.</p> <p><b>CO03:</b> What to be expecting and/or demanding to their design managers.</p>
<b>IV</b>	21MSD4C11	<b>LEARNING PROFESSIONALISM II</b>	<p><b>CO01:</b> Reinforce his/her methodological understanding.</p> <p><b>CO02:</b> Be able to understand career goals and create an action plan to achieve it.</p> <p><b>CO03:</b> Create an effective portfolio.</p>
	21MSD4C12	<b>DESIGN BUSINESS AND STRATEGY</b>	<p><b>CO01:</b> Understand the role of design in business and strategy</p> <p><b>CO02:</b> Learn to create effective strategies for marketing, sales and branding for their projects.</p> <p><b>CO03:</b> Inculcate understanding of market realities and the role of economics in product strategy</p>

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	21MSD4P11	<b>GRADUATION PROJECT</b>	<p><b>CO01:</b> Be able to propose a comprehensive design solution as a conclusion to the thesis.</p> <p><b>CO02:</b> Learn how to pitch to variety of stakeholders</p> <p><b>CO03:</b> Learn how to articulate and defend design decisions</p> <p><b>CO04:</b> Be able to tie in various external factors such as political, socio-economic and cultural.</p>
	21MSD4E11	<b>ENTREPRENEURSHIP</b>	<p><b>CO01:</b> Fundamentals of establishing an incorporated organization.</p> <p><b>CO02:</b> Identifying and building teams</p> <p><b>CO03:</b> Being able to create a moat, a business plan and go to market strategy.</p> <p><b>CO04:</b> Approaching the investor roadmap.</p>
	21MSD4E12	<b>THEATER AND COMEDY</b>	<p><b>CO01:</b> How to elaborate a structured discourse explaining all steps of the design methodology, from the initial question to the marketing aspects,</p> <p><b>CO02:</b> how to argue a solution and elaborate key communication messages</p> <p><b>CO03:</b> How to create a coherent environment brand image for his “product”, as well as a product argumentation and a staging of the user experience.</p>