

M.S. Ramaiah University of Applied Sciences

New BEL Road, MSR Nagar, Bangalore – 560054



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

PO, PSO, PEO & CO

Programme: B. Des. In Interaction Design

Programme Code: 419

Programme Outcome (PO)

Programme Specific Outcome (PSO)

Program Educational Objectives (PEO)

Course Outcomes (CO)

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Faculty of Engineering and Technology
M.S. Ramaiah University of Applied Sciences
Bangalore - 560054

Registrar
M.S. Ramaiah University of Applied Sciences
Bangalore - 560 054

Approved in 23rd ACM (Resolution 23.05) held on 15th July 2021

Faculty of Art and Design (FAD)

Programme Name: B. Des. In Interaction Design

Programme Outcomes

B. Des. Graduates will be able to:

- PO 1. Apply fundamental aspects of art, design and culture and apply its principles while designing.
- PO 2. Apply manual and digital tools and techniques in various media to express and convey design ideas in 2D, 3D digital and physical form skillfully.
- PO 3. Identify, interpret and generate insights for developing new products based on data gathered from various research methods including ethnographic research to support the ideation of relevant and appropriate design solutions.
- PO 4. Design and develop solutions based on identified user needs considering style, theme, elements and principles of aesthetics, functionality and safety.
- PO 5. Apply critical judgment and evaluate design solutions on aesthetic quality and intended use, art and cultural impact.
- PO 6. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- PO 7. Identify the impact of the professional design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO 8. Apply ethical principles and commit to professional ethics and responsibilities and norms of the design practice.
- PO 9. Ability to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO 10. Ability to make effective oral presentations and communicate design ideas to a broad audience using written and oral means
- PO 11. Ability to work in groups and perform effectively in multidisciplinary teams by applying design and management principles
- PO 12. Ability to recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of trend change.



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Programme Specific Outcomes (PSOs)

At the end of the B. Des. (Interaction Design) program, the graduate will be able to:

- PSO-1. Apply design fundamentals to solve complex design problems and create conceptual interactive design solutions
- PSO-2. Demonstrate manual and digital prototyping skills to convey design ideas considering visual aesthetics and functional parameters
- PSO-3. Adapt to the latest digital technology in Interactive Design to communicate design ideas for a wide spectrum of design applications
- PSO-4. Demonstrate an understanding of the importance of life-long learning through professional development, practical training, leadership qualities, specialized certifications and entrepreneurial skills for betterment of organization environment and society

Program Educational Objectives (PEOs)

The objectives of the B. Des. (Interaction Design) Programme are to:

- PEO-1. Inculcate creative thinking to generate design ideas for new and innovative interactive products and services
- PEO-2. Induce effective usage of elements and principles of design to develop aesthetically pleasing and functionally appropriate products for the User Experience Design Industry
- PEO-3. Impart usage of manual and digital tools and techniques to express design ideas thereby improving user experience and creating usable products
- PEO-4. Advocate strong human values, social, interpersonal and entrepreneurial skills required for professional success in evolving global professional environments

Course Outcomes (COs)

Course Title & Code: Elements of Design (PDC101A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the basics of Design, describe the Elements of Design and significance of various elements of design
- CO-2. Discuss colour theory and its contextual purpose
- CO-3. Illustrate primitive geometric and organic shapes in different media
- CO-4. Apply the principles and elements of design to develop basic forms, linear, planar and volumetric characteristics of advanced form.
- CO-5. Critique the essence of artistic creation and Adapt emotions to portray form and expression
- CO-6. Demonstrate the application of design skills to create professional portfolios



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Course Outcomes (COs)

Course Title & Code: Foundation Drawing and Painting (PDC102A)

After the successful completion of this course, the student will be able to:

- CO-1. Sketch basic shapes in terms of geometric and organic forms
- CO-2. Demonstrate construction of object, composition and human anatomy as per proportions
- CO-3. Illustrate depth in composition using tonal gradation and value using different media
- CO-4. Demonstrate usage of gestures in live drawing Demonstrate the application of various painting techniques in different media
- CO-5. Create finished drawings and paintings of exhibition quality
- CO-6. Judge proportion, scale and spatial relationships

Course Outcomes (COs)

Course Title & Code: Print Making Techniques (PDC103A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe various methods of printmaking
- CO-2. Explain printmaking materials and techniques
- CO-3. Compare the mode of print making techniques
- CO-4. Generate required palette of colours using primary hues with the correct mixing techniques
- CO-5. Develop print artworks using traditional and modern methods of printmaking
- CO-6. Create works of art that employ the elements of Art and Design

Course Outcomes (COs)

Course Title & Code: Studio Practice (PDM101A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe various processes involved in physical model making
- CO-2. Explain various tools and machines used for model
- CO-3. Choose appropriate materials to achieve desired form and finish in a physical model
- CO-4. Create form exploration models with different materials

Course Outcomes (COs)

Course Title & Code: Indian Art Appreciation (PDO101A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the key concepts, principles and techniques of art.



- CO-2. Discuss different traditional and contemporary Indian art forms.
- CO-3. Evaluate the impact of art on human life and culture
- CO-4. Analyze various Indian craft forms and techniques
- CO-5. Critique the works of art.

Course Outcomes (COs)

Course Title & Code: **Environmental Studies (BTN101A)**

After the successful completion of this course, the student will be able to:

- CO-1. Define the multidisciplinary nature of environmental studies
- CO-2. Classify and explain the various natural resources and their associated problems, ecosystems and environmental pollution
- CO-3. Examine the various social issues pertaining to the environment including sustainable development and energy issues
- CO-4. Apply the requisite knowledge to demonstrate biodiversity at local, national and Global levels
- CO-5. Analyze and document the environmental assets for a given location
- CO-6. Assess the impact of human population on the environment

Course Outcomes (COs)

Course Title & Code: **Creativity Techniques (PDC104A)**

After the successful completion of this course, the student will be able to:

- CO-1. Describe the creative thinking process for generating original ideas
- CO-2. Choose appropriate creative methods based on the requirements
- CO-3. Apply creative techniques for idea generation
- CO-4. Analyze and evaluate creative solutions
- CO-5. Develop creative solutions for the given requirements
- CO-6. Develop lateral thinking ability to solve problems

Course Outcomes (COs)

Course Title & Code: **Design Drawing (PDC105A)**

After the successful completion of this course, the student will be able to:

- CO-1. Describe the method of developing a design drawing and 3D forms and techniques to express design ideas graphically
- CO-2. Explain the use of drawing techniques for design detailing
- CO-3. Apply various techniques to create the perception of depth in design drawing
- CO-4. Demonstrate the use of 2D and 3D drawing skills in representing
- CO-5. Develop physical skills for handling media and materials required in creating presentation image or design





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- CO-6. Judge proportion, scale and spatial relationships demonstrate a variety of design drawing techniques for generating and communicating complex forms and products

Course Outcomes (COs)

Course Title & Code: Design for Social Impact (PDC106A)

After the successful completion of this course, the student will be able to:

- CO-1. Identify underlying issues in need for change across various expanses of our society/ world or ecosystem
- CO-2. Prepare narratives based on social issues for effective dissemination of its information and reinforcing the need for change
- CO-3. Ideate solutions to proliferate awareness regarding the identified social issue using human centered design approach
- CO-4. Design visuals/ props regarding the identified social issue, to emotionally impact the target user
- CO-5. Critique the designs conceptualized

Course Outcomes (COs)

Course Title & Code: Digital Design Basics (PDC107A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the use of digital software in field of design
- CO-2. Apply essential graphics and visual communication skills in designing
- CO-3. Create visual poster and edit required images using designing software
- CO-4. Apply different effects using the vector based software
- CO-5. Recommend appropriate printing environment for printing a poster

Course Outcomes (COs)

Course Title & Code: Handicraft (PDO102A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain various philosophies and aesthetics of handicrafts in India
- CO-2. Describe various materials, processes and techniques of creating handicrafts
- CO-3. Distinguish craft traditions from various periods like ancient, medieval, modern and contemporary and their importance
- CO-4. Analyze basic premises in art movement across a timeline of history
- CO-5. Create artefacts using various materials like metal, clay and wood
- CO-6. Develop artefacts using different art styles


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