Program Outcomes

PO 1: Design knowledge: Apply the knowledge of mathematics, science and design fundamentals to the solution of complex problems Statement

PO 2: Problem analysis: Identify, formulate, research literature, and analyse complex problems reaching substantiated conclusions using principles of design and sciences.

PO 3: Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PO 4: Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO 5: Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling   to complex design activities with an understanding of the limitations.

PO 6: The Designer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.

PO 7: Environment and sustainability: Understand the impact of the professional design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development. Statement

PO 8: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the design practice.

PO 9: Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO 10: Communication: Communicate effectively on complex design activities with the related community and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO 11: Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO 12: Life-long learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcomes

PSO 1: Depict the nature and basic concepts of Design in Commercial Art.

PSO 2: Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

PSO 3: Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

PSO 4: Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.