

Program Outcomes (COM)

PO	PO Statement
[PO1]	Problem analysis: Identity, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.
[PO2]	Communication: Communicate effectively on complex design activities with the design community and with 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.
[PO3]	Design knowledge: Apply the knowledge of design fundamentals and specialization to solving complex design problems.
[PO4]	Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for public health and safety and the cultural, societal, and environmental concerns.
[PO5]	Modern tool usage: Create, select, and apply a proper techniques, resources, and modern designing and IT, tools, including prediction and modelling to complex designing activities with an understanding of the limitations.
[PO6]	Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
[PO7]	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.
[PO8]	The Designer and Society: Apply to reason informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9]	Individual and teamwork: Function effectively as an individual and as a member or leader in diverse teams and multidisciplinary settings.
[PO10]	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.
[PO11]	Environment and sustainability: Understand the impact of professional designing solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
[PO12]	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	PSO Statement
[PSO1]	Ability to discuss Communication design with intelligence and contextual connection in terms of issues related to it and its business globally and nationally.
[PSO2]	The objective is to apply both theoretical and practical design approaches to create innovative Communication experience that cater to a range of consumer demographics.
[PSO3]	To be able to understand the markets' structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the Communication design industry.

[PSO4]	Adapt and understand situations with curiosity and an open mind, take initiative, consider, and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.
[PSO5]	Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.