



## Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

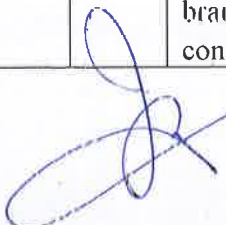
Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

### Department of Fine Arts


### Program: BFA

### Academic Year :2019-2020

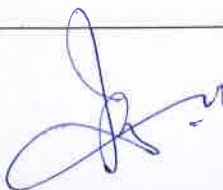
Course Code	Course Title	CO. No	Description of the course Outcome
19FA1101	DIGITAL LITERACY	CO1	Recall fundamental digital terminology and concepts.
		CO2	Identify the central components of computers and how they function
		CO3	Differentiate between the various uses of the internet and software for searching, productivity and networking
		CO4	Analyze the credibility and reliability of digital information sources, considering factors like bias, authority, and currency.
19FA1102	INTRODUCTION TO VISUAL COMMUNICATION	CO1	Understand the evolution of Human Communication
		CO2	Understand the concepts of Visual Elements, Visual Culture, Visual Pleasure, and Visual Disruption
		CO3	Identify various models of communication
		CO4	Analyze the concepts and communication theories
19FA1103	DRAWING BASICS	CO1	Understand the basic principles of design and colour, concepts, media and formats, and the ability to apply them to a specific aesthetic intent.
		CO2	Understand the facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.
		CO3	Apply Drawing principles in creative artwork
		CO4	Analyze the rules of composition in drawing
19FA1105	Advertising Art and Ideas	CO1	Understand the Advertising Agency structure and function
		CO2	Understand foundational principles of effective advertising design, including visual composition, branding strategies, and audience targeting concepts.

  
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		CO3	Apply techniques of advertising campaigns integrating art and design elements to convey persuasive messages and evoke desired audience responses.
		CO4	Analyze existing advertising campaigns to assess their visual appeal, messaging effectiveness, and strategic alignment with marketing objectives.
19FA1201	History of Art – II (Western)	CO1	Recall key periods, movements, and artists in Western art history from the Renaissance to the contemporary era.
		CO2	Describe the socio-political, religious, and philosophical influences shaping Western art across different epochs
		CO3	Apply knowledge of art historical methods and terminology to analyze and interpret artworks within their historical and cultural contexts.
		CO4	Analyze primary sources and scholarly texts related to Western art history to formulate informed interpretations and critiques of artworks.
19FA1203	Advanced Drawing	CO1	Understand the historical and contemporary contexts of advanced drawing practices, including the evolution of drawing as an art form.
		CO2	Identify the central components of computers and how they function.
		CO3	Apply advanced drawing techniques to create artworks that demonstrate mastery of line, tone, texture, and spatial relationships.
		CO4	Analyze and interpret complex visual compositions and artworks, identifying elements of design, style, and artistic intention.
19FA1202	Color Theory	CO1	Understand the properties of color, including hue, value, saturation, and temperature.
		CO2	Understand the psychological and cultural effects of color on visual perception and communication.
		CO3	Apply color harmonies and schemes in practical assignments, such as creating color compositions and designs.

  
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		CO4	Analyze artworks and designs to identify the use of color principles (contrast, harmony, emphasis) and their impact on visual aesthetics.
19FA1205	Sculpture	CO1	Understand the fundamental concepts and techniques of sculpture, including modeling, carving, casting, and assembling.
		CO2	Identify key historical and cultural developments in the field of sculpture, from ancient to contemporary practices.
		CO3	proficiency in sculptural methods and materials through hands-on projects, such as clay modeling, wood carving, or metal fabrication.
		CO4	Analyze sculptures based on formal elements such as form, space, texture, and composition.
19FA1204	Introduction to Practical Filmmaking	CO1	Understand the fundamental concepts and techniques of filmmaking, including camera operation, lighting, sound recording, and editing.
		CO2	Identify key roles and responsibilities within a film production team, such as director, cinematographer, editor, and sound designer.
		CO3	Apply basic filmmaking skills through practical exercises, including camera handling, framing shots, recording sound, and conducting simple edits.
		CO4	Analyze films from various genres and styles to understand storytelling techniques, visual aesthetics, and narrative structures.
19MM2101	Sketching.	CO1	Identify basic sketching materials and tools, including pencils, charcoal, pens, and sketchbooks.
		CO2	Demonstrate proficiency in basic sketching techniques, such as line drawing, shading, and perspective.
		CO3	Apply observational skills to accurately depict objects, scenes, and figures through sketches.
		CO4	Analyze the elements of composition in sketches, including balance, proportion, and focal points.
		CO1	Understand the principles and elements of


  
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19MM2102	Graphic Design		graphic design, including typography, color theory, layout, and composition.
		CO2	Identify the historical and cultural influences shaping the evolution of graphic design as a discipline.
		CO3	Apply graphic design principles to create effective visual compositions for various media, such as posters, logos, advertisements, and digital graphics.
		CO4	Analyze and critique graphic design works based on principles of visual hierarchy, readability, balance, and branding consistency.
19MM2103	Basics of Photography	CO1	Understand the basic principles of photography, including exposure, composition, lighting, and focus.
		CO2	Apply camera settings and controls effectively to achieve proper exposure, depth of field, and shutter speed in various shooting conditions.
		CO3	Apply composition techniques such as rule of thirds, leading lines, framing, and perspective to create visually appealing photographs.
		CO4	Analyze photographs based on compositional elements, lighting techniques, and visual storytelling.
19MM2104	2D Animation	CO1	Understand the principles of animation, including timing, spacing, squash and stretch, anticipation, and follow-through.
		CO2	Identify different animation techniques and styles used in 2D animation, such as hand-drawn, digital, and cut-out animation.
		CO3	Apply basic animation principles to create simple animated sequences using traditional or digital tools.
		CO4	Analyze animated sequences and films to identify animation techniques, storytelling devices, and character animation principles.
19MM2105	Introduction to 3D	CO1	Understand the principles and techniques of 3D modeling, including polygonal modeling, sculpting, texturing, and rendering.
		CO2	Identify different types of 3D software and tools used in modeling, animation, and visualization.

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		CO3	Apply basic 3D modeling techniques to create simple 3D objects, environments, and characters.
		CO4	Apply texturing and shading techniques to add realism and visual appeal to 3D models.
19MM2106	Principles of Cinematography	CO1	Understand the fundamental principles of cinematography, including camera angles, framing, composition, lighting, and camera movement.
		CO2	Identify different types of shots, camera lenses, and camera movements used in cinematic storytelling.
		CO3	Apply cinematography techniques to effectively capture visual narratives and convey emotions through camera work.
		CO4	Analyze film scenes and sequences to identify cinematographic elements and techniques employed by filmmakers.
19MM2107	Introduction to Film Genres	CO1	Understand the concept of film genres and their role in categorizing and analyzing movies.
		CO2	Identify key characteristics and conventions of major film genres such as comedy, drama, action, horror, science fiction, and more.
		CO3	Apply genre-specific knowledge to analyze and classify films based on their thematic elements, narrative structures, and stylistic features.
		CO4	Analyze films within different genres to identify recurring themes, storytelling techniques, visual aesthetics, and audience expectations.
19MM2202	Lighting & Camera	CO1	Understand the fundamental principles of lighting in cinematography, including types of lighting setups, qualities of light, and their impact on visual storytelling.
		CO2	Apply lighting techniques to create mood, atmosphere, and visual depth in film scenes, considering factors such as color temperature, shadows, and highlights.
		CO3	Apply different camera techniques and shot compositions to visually convey narrative



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			elements and engage the audience.
		CO4	Analyze film scenes and sequences to identify lighting choices, camera movements, and framing techniques used by filmmakers to enhance storytelling.
19MM2203	Sound & Special Effects	CO1	Understand the principles of sound design in film, including types of sound (dialogue, music, sound effects), recording techniques, and post-production processes.
		CO2	Understand the role of special effects in filmmaking, including practical effects, visual effects (VFX), and computer-generated imagery (CGI).
		CO3	Apply sound recording techniques and equipment to capture high-quality audio for film productions, considering spatial and environmental factors.
		CO4	Apply special effects tools and software to create and integrate visual effects seamlessly into film projects.
19MM2204	Visual Analysis Tools	CO1	Understand the foundational concepts of visual analysis, including semiotics (the study of signs and symbols)
		CO2	Understand the foundational concepts of visual analysis, including psychoanalysis (the study of unconscious processes)
		CO3	Understand the foundational concepts of visual analysis, including ideology (including Marxist analysis),
		CO4	Analyze media texts using ideological critique, exploring how power dynamics, social structures, and economic interests shape representations and narratives.
19MM2205	Modeling	CO1	Understand the principles and techniques of 3D modeling, including polygonal modeling, sculpting, texturing, and rendering.
		CO2	Apply 3D modeling techniques to create basic to intermediate-level 3D models of objects, environments, and characters.
		CO3	Demonstrate proficiency in using 3D modeling software to manipulate vertices, edges, and polygons to sculpt and refine models.

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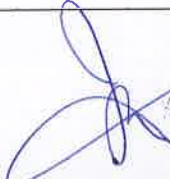
		CO4	Analyze 3D models and meshes to understand topology, surface flow, and geometry optimization for animation and rendering.
19MM2206	Texturing	CO1	Understand the fundamentals of texturing in computer graphics, including types of textures, UV mapping, material properties, and shader networks.
		CO2	Identify different texturing techniques and tools used in digital art and 3D modeling software.
		CO3	Apply texturing techniques to create realistic surface details and materials for 3D models, such as wood, metal, fabric, and skin.
		CO4	Analyze the impact of textures and materials on the visual quality and realism of 3D models.
19MM2207	Script Writing & Story Boarding	CO1	Understand the fundamentals of storytelling, character development, and narrative structure in script writing.
		CO2	Identify key elements of a screenplay, including plot, dialogue, conflict, and characterization.
		CO3	Apply screenwriting techniques to develop original scripts for short films, scenes, or sequences.
		CO4	Analyze scripts and screenplays to identify narrative techniques, story arcs, and character motivations.
19MM2208	Intermediate Practical Film Making	CO1	Identify advanced concepts and techniques in filmmaking, including cinematography, lighting setups, sound design, and editing.
		CO2	Apply advanced cinematography techniques to capture dynamic and visually compelling scenes, utilizing camera movements, framing, and composition effectively.
		CO3	Apply sophisticated lighting setups to enhance mood, atmosphere, and narrative impact in film scenes.
		CO4	Analyze films and film sequences to deconstruct complex narrative structures, visual storytelling techniques, and directorial choices.
19MM3101	Advertising Profession	CO1	Understand the role and significance of

	and Practice	CO2	Understand the fundamentals of advertising strategies, consumer behavior, and market segmentation.
		CO3	Animations to understand the impact of different lighting choices on visual aesthetics and narrative tone.
		CO4	Apply advertising principles and strategies to develop effective advertising campaigns for different target audiences and products/services.
19MM3102	Public Relations	CO1	Understand the principles and functions of public relations (PR) in organizational communication.
		CO2	Understand the role of PR in shaping public perception, managing reputation, and fostering relationships with stakeholders.
		CO3	Apply strategic communication techniques to plan and execute effective PR campaigns and initiatives.
		CO4	Analyze case studies and real-world examples to evaluate successful and unsuccessful PR campaigns.
19MM3103	Elements of Film	CO1	Understand the essential elements of film, including cinematography, editing, sound design, narrative structure, and mise-en-scène.
		CO2	Understand how different elements work together to create meaning and evoke emotions in cinematic storytelling.
		CO3	Analyze films to identify and interpret the use of various film elements, such as visual composition, soundscapes, editing techniques, and narrative devices..
		CO4	Evaluate the impact of film elements on storytelling, themes, character development, and audience engagement.
		CO1	Understand the principles of lighting in computer graphics and digital art, including types of light sources, shadows, reflections, and global illumination.
		CO2	Apply lighting techniques using 3D software to create realistic and visually compelling


  
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19MM3104	Lighting & Rendering		scenes, considering aspects such as mood, atmosphere, and composition.
		CO3	Apply rendering techniques to produce high-quality images and animations, optimizing settings for efficiency and visual fidelity.
		CO4	Analyze lighting setups in digital artworks and
19MM3105	Dynamics	CO1	Understand the principles of dynamics in computer animation, including physics-based simulations of motion, forces, collisions, and interactions.
		CO2	Apply dynamics principles using simulation software to model and animate physical phenomena such as rigid body dynamics, soft body dynamics, cloth simulation, and fluid dynamics.
		CO3	Apply control parameters and settings to achieve desired motion and behavior in dynamic simulations.
		CO4	Analyze dynamics simulations to evaluate the accuracy, realism, and visual quality of simulated motion and interactions.
19MM3106	Commercial Production Practical	CO1	Understand the key concepts and components of commercial production, including advertising strategies, target audience analysis, branding, and storytelling techniques.
		CO2	Understand the role of commercials in marketing and communication, and their impact on consumer behavior.
		CO3	Apply advertising and marketing principles to develop creative concepts and ideas for commercial campaigns.
		CO4	Apply production planning and management techniques to execute commercial projects effectively within budget and timeline constraints.
19MM3107	Production Management	CO1	Understand the key stages of production, including pre-production, production, and post-production workflows.

  
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		CO2	Apply production management techniques to effectively plan and schedule film and media projects, considering budget, resources, and timeline constraints.
		CO3	Apply project management tools and software to organize production tasks, allocate resources, and track progress.
		CO4	Analyze production workflows and processes to identify potential challenges, risks, and opportunities for optimization.
		CO1	Understand the key stages of production, including pre-production, production, and post-production workflows.
19MM3107	Production Management	CO2	Apply production management techniques to effectively plan and schedule film and media projects, considering budget, resources, and timeline constraints.
		CO3	Utilize project management tools and software to organize production tasks, allocate resources, and track progress.
		CO4	Analyze production workflows and processes to identify potential challenges, risks, and opportunities for optimization.
19MM3201	Media management & Entrepreneurship	CO1	Understand the fundamental concepts of media management, including media economics, industry dynamics, regulatory frameworks, and emerging trends.
		CO2	Understand the role of entrepreneurship in media, including identifying opportunities, developing innovative ideas, and creating sustainable business models.
		CO3	Utilize entrepreneurial skills to develop and pitch media-related business ideas and ventures.
		CO4	Analyze case studies and examples of successful media entrepreneurs and startups to understand strategies for innovation and growth in the media sector.
		CO1	Understand the key concepts in art history, aesthetics, and visual culture, including artistic movements, styles, and theories.


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19MM3202	Art & Aesthetics	CO2	Understand the role of aesthetics in shaping perceptions of beauty, meaning, and cultural significance in art.
		CO3	Apply principles of art criticism and analysis to interpret and evaluate artworks across different media (painting, sculpture, photography, etc.).
		CO4	Analyze artworks using aesthetic theories and frameworks to discern formal qualities, symbolism, and cultural contexts.
19MM3203	Media Laws & Censorship	CO1	Understand the historical and cultural contexts of media censorship and the role of government oversight in different societies.
		CO2	Understand the legal principles and regulations governing media content, including freedom of speech, defamation, copyright, and privacy laws.
		CO3	Apply knowledge of media laws and regulations to analyze and assess ethical dilemmas and legal issues in media production and distribution.
		CO4	Analyze landmark court cases and legal precedents related to media censorship, freedom of expression, and intellectual property rights.
19MM3204	Composition	CO1	Understand the principles of composition in art and design, including balance, rhythm, proportion, emphasis, and unity.
		CO2	Understand the historical evolution of compositional techniques and their application across different artistic styles and movements.
		CO3	Apply principles of composition to create visually engaging artworks and designs across various media (drawing, painting, graphic design, photography, etc.).
		CO4	Analyze artworks and designs to identify and evaluate compositional strategies used by artists and designers.
19MM3205	Rigging & Animation	CO1	Understand the principles of character rigging in 3D animation, including skeletal systems,

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			joint hierarchies, inverse kinematics (IK), and deformation methods.
		CO2	Apply rigging techniques to create functional and flexible character rigs suitable for animation, incorporating controls for posing and deformation.
		CO3	Apply animation principles to bring characters to life through expressive and believable movement, gestures, and actions.
		CO4	Analyze character rigs and animation sequences to identify effective rigging setups and animation techniques.
19MM3206	Advanced Character Animation	CO1	Understand the advanced animation principles and techniques used in character animation, including acting, posing, staging, and storytelling through movement.
		CO2	Apply advanced animation techniques to create compelling and nuanced character performances, incorporating principles of weight, timing, and acting.
		CO3	Apply storytelling skills to convey character emotions, motivations, and interactions through animation.
		CO4	Analyze character animations to identify effective storytelling and performance choices, evaluating the use of exaggeration, anticipation, and secondary motion.
19MM3207	Practical Filmmaking	CO1	Understand the key components and stages of the filmmaking process, including scriptwriting, pre-production, production, and post-production.
		CO2	Apply filmmaking techniques to plan, shoot, and edit short films or video projects using professional equipment and software.
		CO3	Apply storytelling principles to develop engaging narratives and visual storytelling techniques.
		CO4	Analyze films and video projects to identify effective techniques in cinematography, editing, sound design, and storytelling.
		CO1	Understand the fundamental concepts and principles of visual effects (VFX) and


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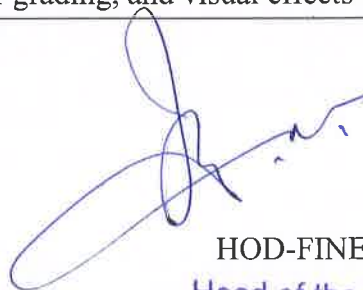
19MM3208	Fundamentals of Visual Effects and Compositing		compositing in enhancing storytelling and creating immersive cinematic experiences.
		CO2	Apply VFX techniques to create realistic simulations of phenomena such as explosions, fire, water, and atmospheric effects.
		CO3	Apply compositing techniques to integrate multiple visual elements into seamless and convincing final shots.
		CO4	Analyze VFX breakdowns and compositing breakdowns of film scenes to identify and understand the techniques used to achieve specific visual effects.
19MM4102	Production Design	CO1	Understand the role and importance of production design in visual storytelling, including its impact on narrative, mood, and audience perception.
		CO2	Apply production design principles to develop visual concepts and designs that support the overall creative vision of a production.
		CO3	Apply knowledge of art and design techniques to create detailed production drawings, sketches, and mood boards.
		CO4	Analyze scripts and storyboards to identify visual requirements and design opportunities for sets, locations, props, and costumes.
19MM4103	Creative Communications	CO1	Understand the role of creativity in effective communication and its impact on audience engagement and brand perception.
		CO2	Apply creative thinking and problem-solving skills to develop innovative communication strategies and campaigns for different media platforms.
		CO3	Analyze communication strategies and campaigns in various creative industries, identifying successful approaches and factors contributing to effectiveness.
		CO4	Analyzing trends in digital storytelling, user-generated content, and viral marketing campaigns
19MM4104	Audio and Video Production	CO1	Understand the principles and techniques of audio and video production, including camera operation, lighting setups, sound recording,

			and post-production editing.
		CO2	Apply technical skills in camera operation, lighting, audio recording, and non-linear editing software to produce high-quality video projects.
		CO3	Apply creative and aesthetic principles to enhance visual and auditory elements for effective storytelling and communication.
		CO4	Analyze audiovisual content to identify technical aspects such as framing, composition, lighting, and sound quality.
19MM4105	Advanced Character Animation-II	CO1	Understand the advanced principles of character animation, including advanced rigging techniques, secondary motion, and complex character interactions.
		CO2	Apply advanced character animation techniques to create expressive and believable character performances, including lip-sync, facial animation, and nuanced body language.
		CO3	Apply advanced rigging techniques to develop complex character rigs capable of handling intricate animation challenges.
		CO4	Analyze and critique advanced character animations to identify effective use of animation principles and techniques.
19MM4106	Compositing Techniques	CO1	Understand the principles and fundamentals of digital compositing, including layer-based compositing, masking, blending modes, and color correction.
		CO2	Apply advanced compositing techniques using industry-standard software (e.g., Adobe After Effects, Nuke, Fusion) to integrate elements such as CG renders, live-action footage, and visual effects.
		CO3	Apply color grading and correction techniques to achieve visual consistency and enhance the overall look of composite shots.
		CO4	Analyze complex compositing breakdowns and shot sequences to identify effective compositing techniques used in professional VFX productions.

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19MM4107	Advanced Practical in Film Making	CO1	Understand advanced concepts and techniques in filmmaking, including narrative structure, visual storytelling, directing actors, and production design.
		CO2	Apply advanced filmmaking techniques to plan, shoot, and edit short films or video projects using professional equipment and industry-standard workflows.
		CO3	Apply creative problem-solving and decision-making skills to address challenges encountered during the filmmaking process.
		CO4	Produce original and ambitious film projects that demonstrate mastery of advanced filmmaking techniques, creative vision, and storytelling abilities.
19MM4108	Advanced Post Production Tools	CO1	Understand the advanced concepts and technologies in post-production, including non-linear editing systems, color grading, visual effects (VFX), and audio post-production.
		CO2	Apply advanced techniques in non-linear editing (NLE) software (e.g., Adobe Premiere Pro, Avid Media Composer, DaVinci Resolve) to edit and refine complex video projects.
		CO3	Apply advanced color grading techniques to enhance visual aesthetics, mood, and storytelling through color manipulation.
		CO4	Produce sophisticated post-production projects that demonstrate mastery of advanced editing, color grading, and visual effects techniques.

  
Academic Professor I/C



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