



MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY

(A State University Estb. by Govt. of Punjab vide Punjab Act No. 5 of 2015 and Approved u/s 2(f) & 12 (B) of UGC; Member AIU)

Bathinda-151001 (Punjab), India

Department: GZS School of Architecture & Planning, MRSPTU, Bathinda

Program: Integrated/Dual Degree BFA MFA (Applied Arts)

Program Outcomes (POs)

The program outcomes upon the successful completion of Integrated/Dual Degree BFA MFA (Applied Arts) and becoming a professional in this field, are aimed to equipped students with the following learning outcomes:

1. Artistic and Technical Proficiency:

Graduates will demonstrate advanced proficiency in applied art practices, including mastery of traditional and contemporary techniques, tools, and technologies. They will be equipped with the skills to execute creative ideas with precision and professionalism.

2. Creative and Conceptual Thinking:

The program nurtures critical thinking and the ability to develop innovative concepts. Students will learn to transform abstract ideas into visual expressions that effectively communicate messages and evoke emotions.

3. Research and Analytical Skills:

Through integrated learning, students will develop strong research methodologies, enabling them to analyse historical, cultural, and social contexts. They will apply these insights to produce informed and meaningful artwork.

4. Interdisciplinary Collaboration:

Graduates will possess the ability to work collaboratively across disciplines, combining applied art with fields like graphic design, multimedia, and digital art to create impactful solutions.

5. Visual Communication Expertise:

Students will master the art of visual storytelling, using elements of design such as typography, composition, color theory, and digital media to create compelling visuals tailored to specific audiences.

6. Cultural and Social Awareness:

The program instills sensitivity towards cultural diversity and social issues. Graduates will create art that reflects global and local perspectives, fostering inclusivity and awareness.

7. Industry and Market Readiness:

Through practical training, internships, and exposure to real-world projects, students

will be prepared for careers in advertising, publishing, branding, and digital media, among other creative industries.

8. **Entrepreneurial and Leadership Skills:**

The program emphasizes entrepreneurial thinking, enabling students to establish themselves as independent artists or lead teams in creative agencies. They will learn to manage projects, budgets, and client relationships effectively.

9. **Ethical and Professional Standards:**

Graduates will understand and uphold ethical practices in applied art, ensuring integrity, respect for intellectual property, and socially responsible design.

10. **Digital and Technological Adaptability:**

The curriculum integrates emerging technologies, ensuring students are adept at using digital tools and platforms to create innovative designs and multimedia projects.

11. **Aesthetic and Emotional Intelligence:**

Students will cultivate a refined sense of aesthetics and emotional intelligence, allowing them to create designs that resonate deeply with diverse audiences

12. **Lifelong Learning and Personal Growth:**

The program fosters an attitude of continuous learning, encouraging graduates to stay updated with evolving trends and practices in art and design, and pursue personal growth as artists and individuals.

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Program Educational Objectives (PEOs)

Students pursuing the professional Integrated/Dual Degree BFA MFA (Applied Arts) will demonstrate:

- Develop strong visual analytical skills and production techniques in Applied arts, focusing on Image, Web, or Motion.
- Foster critical thinking and discipline-based inquiry, reflected in articulate written and verbal communication.
- Apply acquired knowledge and skills to create professional portfolio materials for career advancement.

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Program Specific Outcomes (PSOs)

1. **PSO 1:** Equip students with advanced artistic and technical competencies, enabling them to blend traditional and contemporary approaches to create innovative and masterful works in applied arts.
2. **PSO 2:** Train skilled professionals capable of independently pursuing diverse career opportunities in design, performance, production, and other creative industries.
3. **PSO 3:** Prepare graduates for higher education and specialization in fields such as design, communication, printing, public relations, marketing, and advertising, fostering professional growth and meaningful contributions to society.

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