<table>
<thead>
<tr>
<th>Programmes (Undergraduate)</th>
<th>PO</th>
<th>PEO</th>
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| **FOUNDATION**  
  **MA**  
  **MAD**  
  **AFX**  
  **ID**  
  **VR** | (a) Ability to acquire and apply (majoring) theories and practices.  
(b) Acquisition of technical competence in specialized areas of (majoring)  
(c) Recognising the importance of sustainability and efficiency in design and development of creative (majoring).  
(d) Ability to communicate effectively through presentation skills.  
(e) Ability to solve problems innovatively through research, insights and experimentation  
(f) Ability to be an enterprising creative content designer whilst managing resources effectively  
(g) Integrate professionalism, commitment and nurturing open minds for collaborative work.  
(h) Adhere to social, cultural, global and ethical responsibilities in the (majoring). | (a) To develop independent, innovative (majoring) content designers with the ability to identify problems and provide solutions for the creative industries.  
(b) To produce technically competent (majoring) content designers with strong fundamental understanding and ability to adapt to any creative production workflow  
(c) To cultivate enterprising graduates with the ability to create competitive Intellectual Property to stimulate growth of the creative industry. |