COURSE OBJECTIVE

B.Des. Communication Design programme is has been designed and developed by considering international trends existing in graphic designing and advertising. The syllabus which is structured in consultation with the experts will make the students industry ready and highly competent in the designing arena. The objective of the programme is to provide the students an international exposure through which they can learn and explore the vast opportunities and scopes that designing and advertising sector has.

INTRODUCTION

B.Des. Communication programme is a four year (eight semesters) professional graduation programme emphasized on designing and advertising. The programme provides the students an international exposure in the field through a strong foundation on theoretical concepts and stressing on continuous professional practical works. Through thorough guidance, internships and field studies the programme aims to make the students industry ready during the course period. While the manual, highly advanced technical and software training aimed to mould the student's up-to market requirements, group works and professional engagements would employ a base to develop their soft skills.

UNIQUE POINT

The exceptional design of the course is matchless in the national level with a unique combination of a deep-rooted theoretical curriculum and a 'hands-on' practical exposure to /design /advertising / and modern multimedia technologies.

ELIGIBILITY FOR ADMISSION

- ❖ A pass in Higher Secondary Examination or equivalent.
- ❖ Candidates must appear for in Aptitude Test and an Interview.
- ❖ The merit list will be drawn on the basis of the marks secured during the qualifying examination. The entrance examination and interview will have a weightage of 60:40 marks respectively.
- ❖ Reservation : At the discretion of the management

COURSE SUMMARY

Year/ Sem	Course No	Type of Course	Subject	
1st Year Sem 1	S1.01	Theory	English 1: Communication Skill	
	S1.02	Theory	Art & Visual Perception	
	S1.03	Practical	Drawing 1: Object, Nature & Human Figure Sketching	
	S1.04	Practical	Elements of Design 1: Composition	
	S1.05	Field Study	Socio-Cultural Signs & Symbols	
1st Year Sem 2	S2.01	Theory	English 2: Creative Writing	
	S2.02	Theory	Colour Theory	
	S2.03	Practical	Drawing 2: Perspective, Isometric and Orthographic	
	S2.04	Practical	Elements of Design 2: Colour and Form	
	S2.05	Practical	Typography 1: Calligraphy	
	S2.06	Practical	Drawing 3: Illustration Techniques & Styles Exploration	
	S2.07	Practical	Introduction to Digital Design 1: Word, Excel & Power Point	
2nd Year Sem 3	S3.01	Theory	Art History & Art Appreciation	
	S3.02	Theory	Communication	
	S3.03	Practical	Drawing 4 : Visualization & Representation	
	S3.04	Practical	Basic Graphic Design	
	S3.05	Practical	Basic Photography	
	S3.06	Practical	Introduction to Digital Design 2: Photoshop, Illustrator and InDesign	
	S3.07	Elective	Open Elective	
2nd Year Sem 4	S4.01	Theory	Content Development	
	S4.02	Theory	English 3: Copy Writing	
	S4.03	Theory	Design Process & Methodology	
	S4.04	Practical	Basics of Video Film Making	
	S4.05	Practical	Basics of Animation Film Making	
	S4.06	Practical	Advance Typography	

	S4.07	Practical	Advance Photography: Advertising, Product etc.
3rd Year Sem 5	S5.01	Theory	Personality Development
	S5.02	Theory	Printing Technology & Methods
	S5.03	Studio	Graphic Design Project 1: Publication Design
	S5.04	Practical	Introduction to User Interface Design
	S5.05	Studio	Graphic Design Project 2: Illustration Based
	S5.06	Studio	Graphic Design Project 3: Interactive Design
	S5.07	Elective	Open Elective
3rd Year Sem 6	S6.01	Exposure	Study Tour & Industrial Visits
	S6.02	Theory	Design Office & Project Management
	S6.03	Theory	Advertising & Marketing Theory
	S6.04	Studio	Graphic Design Project 4: Visual Identity & Branding
	S6.05	Studio	Graphic Design Project 5: Advertising & Packaging
	S6.06	Studio	Graphic Design Project 6: Design for Social Needs
	S6.07	Exposure	Industrial Internship in Summer Vacation
4th Year Sem 7	S7.01	Studio	Industrial Internship Exhibition & Presentation
	S7.02	Studio	Graphic Design Project 7: Environment Graphics or Signage Design
	S7.03	Studio	Graphic Design Project 8: Of One's Own Choice
	S7.04	Field Study	Colloquium Paper
	S7.05	Field Study	Study for Degree Project Proposal and Presentation
	S7.06	Studio	Portfolio Design for Oneself
4th Year Sem 8	S8.01	Studio	Degree Project

EVALUATION

There shall be an End Semester Examination either written or practical for each paper. A paper carries a total of 100 marks each. The distribution of marks in each paper shall be 60% for ESE and 40% for internal evaluation. Two internships carry 50 marks each. The total marks for the entire course in 3100.

INTERNAL EXAMINATION

Internal evaluation forms an integral part of the course to ensure an effective and continuous assessment of the students throughout the programme. A register will be maintained in the College for this purpose. The faculty members in charge of the course shall award the marks based on the guidelines. The consolidated statement of these marks shall be exhibited in the College, and a copy duly certified by the HOD shall be submitted to the University. The break-up of 40% of marks for internal evaluation in each written paper shall be as follows:

Seminar/Assignment	: 15%
Attendance/Class Participation:	5%
Written Examination	: 20%
Total	:40 %

The break-up of marks for internal evaluation in practical papers will be as follows:

Lab/Studio/Written	: 15%
Attendance	: 5%
Record/Work submission	: 20%
Total	: 40%

END SEMESTER EXAMINATION (ESE)

The End Semester Examination (ESE) shall be of 3/5 hour duration for written / practical respectively. The minimum required attendance for each semester shall be 75%. Those who do not attain the minimum attendance will not be eligible to register for ESE.

INTERNSHIP

Students will have to undergo one / two internships as per the requirement of the syllabus during the course period. Internship can be done in any recognized design institute, ad agency or in designing department of print or electronic media to get a hand on experience of professional designing. Students will produce a comprehensive report and work proofs after the completion of the internship which will be evaluated by the concerned faculty.

PASS REQUIREMENTS

The aggregate marks (external + internal) required for a pass in each paper including internship shall be 40%. The minimum pass percentage for external (written/ practical) is 35% and 40% for internal evaluation. All the components of the internal evaluation will be considered as a single unit.

The candidate failing in any papers in the semester examination will have to re-appear the exam along with the junior batch. There shall be no supplementary examinations for the failed students. Internal marks secured by the students will be carried over to the supplementary appearance. In case a student fails in the internal evaluation he/she has to re-do the same altogether with the subsequent batch as a supplementary candidate.

GRADING OF RESULTS

A candidate must secure 40% in each paper in all eight semesters in-order to pass the B.Des. Communication Design programme.

The index for class classification will be as follows:

75% and above	: First Class with Distinction
60% and above	: First Class
50% to 59.99%	: Second Class
40% to 49.99%	: Third Class

SEMESTERWISE DISTRIBUTION OF

CREDITS AND MARKS

Cour se No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examinati on/Jury Marks	Total Marks
		SEMESTER 1				
S1.01	Theory	English 1: Communication Skill	2	8	12	20
S1.02	Theory	Art & Visual Perception	2	8	12	20
S1.03	Practical	Drawing 1: Object, Nature & Human Figure Sketching	4	16	24	40
S1.04	Practical	Elements of Design 1: Composition	6	24	36	60
S1.05	Field Study	Socio-Cultural Signs & Symbols	2	8	12	20
		SEMESTER 2				
S2.01	Theory	English 2: Creative Writing	2	8	12	20
S2.02	Theory	Colour Theory	2	8	12	20
S2.03	Practical	Drawing 2: Perspective, Isometric and Orthographic	3	12	18	30
S2.04	Practical	Elements of Design 2: Colour and Form	3	12	18	30
S2.05	Practical	Typography 1: Calligraphy	2	8	12	20
S2.06	Practical	Drawing 3: Illustration Techniques & Styles Exploration	3	12	18	30
S2.07	Practical	Introduction to Digital Design 1: Word, Excel & Power Point	1	4	6	10

		SEMESTER 3				
S3.01	Theory	Art History & Art Appreciation	2	8	12	20
S3.02	Theory	Communication	2	8	12	20
S3.03	Practical	Drawing 4 : Visualization & Representation	2	8	12	20
S3.04	Practical	Basic Graphic Design	3	12	18	30
S3.05	Practical	Basic Photography	2	8	12	20
S3.06	Practical	Introduction to Digital Design 2: Photoshop, Illustrator and InDesign	3	12	18	30
S3.07	Elective	Open Elective	2	8	12	20
		SEMESTER 4				
S4.01	Theory	Content Development	1	4	6	10
S4.02	Theory	English 3: Copy Writing	1	4	6	10
S4.03	Theory	Design Process & Methodology	2	8	12	20
S4.04	Practical	Basics of Video Film Making	3	12	18	30
S4.05	Practical	Basics of Animation Film Making	3	12	18	30
S4.06	Practical	Advance Typography	3	12	18	30
S4.07	Practical	Advance Photography: Advertising, Product etc	3	12	18	30

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/ Jury Marks	Total Marks
		SEMESTER 5				
S5.01	Theory	Personality Development	1	4	6	10
S5.02	Theory	Printing Technology & Methods	1	4	6	10
S5.03	Studio	Graphic Design Project 1: Publication Design	4	16	24	40
S5.04	Practical	Introduction to User Interface Design	2	8	12	20
S5.05	Studio	Graphic Design Project 2: Illustration Based	3	12	18	30
S5.06	Studio	Graphic Design Project 3: Interactive Design	3	12	18	30
S5.07	Elective	Open Elective	2	8	12	20
		SEMESTER 6				
S6.01	Exposure	Study Tour & Industrial Visits	2	8	12	20
S6.02	Theory	Design Office & Project Management	1	4	6	10
S6.03	Theory	Advertising & Marketing Theory	1	4	6	10
S6.04	Studio	Graphic Design Project 4: Visual Identity & Branding	4	16	24	40
S6.05	Studio	Graphic Design Project 5: Advertising & Packaging	4	16	24	40
S6.06	Studio	Graphic Design Project 6: Design for Social Needs	4	16	24	40
S6.07	Exposure	Industrial Internship in Summer Vacation	6	24	36	60

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/ Jury Marks	Total Marks
		SEMESTER 7				
S7.01	Studio	Industrial Internship Exhibition & Presentation	1	4	6	10
S7.02	Studio	Graphic Design Project 7: Environment Graphics or Signage Design	4	16	24	40
S7.03	Studio	Graphic Design Project 8: Of One's Own Choice	4	16	24	40
S7.04	Field Study	Colloquium Paper	3	12	18	30
S7.05	Field Study	Study for Degree Project Proposal and Presentation	2	8	12	20
S7.06	Studio	Portfolio Design for Oneself	2	8	12	20
		SEMESTER 8				
S8.01	Studio	Degree Project	16	64	96	160

FIRST YEAR
SEMESTER 1
COURSE NUMBER: S1.01

ENGLISH 1: COMMUNICATION SKILL (THEORY)

OBJECTIVE
- Creative writing helps students to express creatively their feelings.
- The course aims to teach students to write imaginatively rather than factually.
- Some interpretative writing, dealing with its subject from a limited personal point, will also be taught.

UNIT 1.   Book reviews.
             Movie Critique.
UNIT 2.   Humorous (Anecdotes from life)
UNIT 3. (a) Autobiography
             (b) Short Stories
UNIT 4. Poems, Short Plays and Skits.

REFERENCE

Basic Review of English	**:**	Alger, Ralph K.
Writing	:	Hedge, Tricia
Written communication	:	Freeman, Sarah

COURSE NUMBER: S1.02

ART & VISUAL PERCEPTION (THEORY)

UNIT 1. Evolution and development of Art forms – Painting and sculpture in historic outline.
UNIT 2. Narrative art- Pre-historic art.: Cave Painting
UNIT 3. Egyptian, Greek, European Art, Renaissance
UNIT 4. Painting, Sculpture, Architecture
REFERENCE

The Art of Pictorial Composition	:	Wolehonok
Art and Visual Perception	:	Rudolf Arnheim
Indian Aesthetics	:	Sethuraman
Art, Beauty & Creativity	:	Gupta Shyamala
Encyclopaedia of World Art (Vol.1&2)	:	McGraw Hill Publication
Arts & Illusion	:	E.H Gombrich
Visual Thinking	:	Rudolf Arnheim
Janson's history of World Art	:	Antony Janson
Story of Art	:	E.H Gombrich

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COURSE NUMBER: S1.03

DRAWING 1: OBJECT, NATURE & HUMAN FIGURE SKETCHING (PRACTICAL)

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UNIT 1. Rendering of man-made objects, form, texture, colours etc.

UNIT 2. Study of nature-forms, birds, animals etc.

UNIT 3. Study of human body, proportion, basic anatomy, light & shade

UNIT 4. Figure Sketching

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COURSE NUMBER: S1.04

ELEMENTS OF DESIGN 1: COMPOSITION (PRACTICAL)

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UNIT 1. Point, Line, Shape, Texture, Patterns, Forms and Space

UNIT 2. Two dimensional and three dimensional deigns

UNIT 3. Designs from nature

UNIT 4. Study of colour and forms

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COURSE NUMBER: S1.05 (FIELD STUDY)

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Socio-Cultural signs and symbols: Understanding of signs and elements of existing socio-culture. Study of local signs and designs.

FIRST YEAR
SEMESTER 2

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/Jury Marks	Total Marks
S2.01	Theory	English 2: Creative Writing	2	8	12	20
S2.02	Theory	Colour Theory	2	8	12	20
S2.03	Practical	Drawing 2: Perspective, Isometric and Orthographic	3	12	18	30
S2.04	Practical	Elements of Design 2: Colour and Form	3	12	18	30
S2.05	Practical	Typography 1: Calligraphy	2	8	12	20
S2.06	Practical	Drawing 3: Illustration Techniques & Styles Exploration	3	12	18	30
S2.07	Practical	Introduction to Digital Design 1: Word, Excel & Power Point	1	4	6	10

COURSE NUMBER: S2.01
ENGLISH 2: CREATIVE WRITING
(THEORY)

UNIT 1. Various Kinds of Writing, The creative impulse, creative ability, Tools and Techniques

UNIT 2. Features and non-features, writing for the media, Copy for Advertising

UNIT 3. Sketching the plot, conflict, climax, resolution, Character sketch, Action Description

UNIT 4. Point of View, Dialogue, Setting an atmosphere

REFERENCE

Basic Review of English	: Alger, Ralph K.
Writing	: Hedge, Tricia.
Written Communication	: Freeman, Sarah.
English Conversation Practice	:Taylot, Carant.

COURSE NUMBER: S2.02
COLOUR THEORY (THEORY)

UNIT 1. Colour psychology

UNIT 2. Impact of colours on moods, emotions, feelings and behaviour

UNIT 3. The meaning of colours

UNIT 4. Colour psychology in logo design

REFERENCE

Colour Theory	: Patti Mollica
Colour Theory	: Jose Maria Parramon

Contemporary Colour: Theory and Usage	:	Steven Bleicher
Colour Psychology and Colour Therapy	:	Faber Birren
Drawing & Painting	:	Wilson Kate
Art, Beauty and Creativity	:	Gupta Shyamala
Colour and Culture	:	John Gage

COURSE NUMBER: S2.03
DRAWING 2: PERSPECTIVE, ISOMETRIC AND ORTHOGRAPHIC (PRACTICAL)

UNIT 1. Perspective Drawing: Vanishing point and orthogonal lines

UNIT 2. One point perspective, two point perspective.

UNIT 3. Overlapping and intersection in two point perspective

UNIT 4.Importance of perspective drawing

REFERENCE

Basic Perspective Drawing: A Visual Approach	:	John Montague
Drawing in Perspective	:	Oliver Striegel
Perspective Drawing Handbook	:	Joesph D'Amelio
Anatomy and Perspective	:	Charles Oliver
Drawing & Painting	:	Wilson Kate
Masters of Drawing	:	Scala

COURSE NUMBER: S2.04
ELEMENTS OF DESIGN 2: COLOUR AND FORM (PRACTICAL)

UNIT 1. Basic principles of design and layout

UNIT 2. Colour and forms, colour distances and scales

UNIT 3. Laws of designs, Psychological impact of colour

UNIT 4. Use of colour in various functional contexts.

REFERENCE

The Elements of Graphic Design   : Alexander W White

Exploring the Elements of Designs : Poppy Evans, Mark Thomas

History of Graphic Design   : Philip B Meggs

COURSE NUMBER: S2.05
TYPOGRAPHY 1: CALLIGRAPHY (PRACTICAL)

UNIT 1. History and development of early writing, Calligraphy: Indian and European scripts. The art of writing: Calligraphy alphabets and visual art.

UNIT 2. History of Type - The anatomy of type: Type specifications, Type classifications. Designing with type.

UNIT 3. Communication through typography.

UNIT 4. Digital typography; exploring variables in Type- size, weight, leading, kerning, tracking etc.

REFERENCE

Mastering Copperplate Calligraphy   : Eleanor Winters

Script and Cursive Alphabets   : Dan X. Solo
Calligraphy   : Arthur Baker
Type and Typography   : Phil Baines, Andrew Haslam
Typography Design and Practice : John Lewis
Exploring Typography   : Tova Rabinowitz
A Typographic Workbook :
A primer to History, Technique and Artistry : KAteclair and CynthinBusic Snyder

COURSE NUMBER: S2.06
DRAWING 3: ILLUSTRATION TECHNIQUES & STYLES EXPLORATION
(PRACTICAL)

UNIT 1. Illustration techniques
UNIT 2. Illustration on various topics
UNIT 3. Illustration in different styles
UNIT 4. Creative illustrations

REFERENCE

Refer and study the Illustrations of the Masters such Bhaskaran, A S Nair, Namboodiri etc and create / develop independent style.

COURSE NUMBER: S2.07
INTRODUCTION TO DIGITAL DESIGN 1: WORD, EXCEL & POWER POINT
(PRACTICAL)

UNIT 1. Introduction to MS word: Create a new document, Open, save and print a document. Edit and format text. Change the page layout, background and borders. Insert headers and footers. Insert and edit tables. Insert clip art and pictures to documents. Perform a mail merge. Share and review shared document files.

UNIT 2. Introduction to MS Excel: Create, open and view a workbook. Save and print workbooks. Enter and edit data. Modify a worksheet and workbook. Work with cell references. Learn to use functions and formulas. Create and edit charts and graphics. Filter and sort table data. Work with pivot tables and charts. Import and export data.

UNIT 3. Introduction to MS Power Point: Create a new presentation. Modify presentation themes. Add and edit text to slides. Add new slides to a presentation. Insert clipart images and shapes to slides. Insert and modify tables and charts. Add sound and video to a slide presentation. Insert and edit animations and slide transitions. Display a speaker-lead and self-running presentation.

UNIT 4. Art of design – various approaches, theory and practice. Digital Typography. Corporate identity designs.

REFERENCE

Microsoft Office 2007:
Introductory Concepts and Techniques,
Windows Vista ...   : Gary Shelly, Thomas J. Cashman, Misty Vermaat
Microsoft Office 2010 Fundamentals : Laura Story, Dawna Walls
Microsoft Office Word 2007,
Illustrated Complete   : Jennifer Duffy, Carol Cram

SECOND YEAR
SEMESTER 3

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/Jury Marks	Total Marks
S3.01	Theory	Art History & Art Appreciation	2	8	12	20
S3.02	Theory	Communication	2	8	12	20
S3.03	Practical	Drawing 4 : Visualization & Representation	2	8	12	20
S3.04	Practical	Basic Graphic Design	3	12	18	30
S3.05	Practical	Basic Photography	2	8	12	20
S3.06	Practical	Introduction to Digital Design 2: Photoshop, Illustrator and InDesign	3	12	18	30
S3.07	Elective	Open Elective	2	8	12	20

COURSE NUMBER: S3.01
ART HISTORY & ART APPRECIATION (THEORY)

UNIT 1. Evolution and developments of Art forms- Painting and Sculpture in historic outline

UNIT 2. Egyptian, Greek, European Art: Renaissance, Painting, Sculpture and Architecture

UNIT 3. Study of various phases of Indian Art History from Pre – Historic times to 18th century.

UNIT 4. Development of modernity in 19th and 20th century. Indian art with special reference to various art movements, medium, styles, individual artist's contributions in different regions of the country.

REFERENCE

The Story of Art	:	E.H. Gombrich
A People's History of the World	:	Chris Harman
Gardner's Art Through the Ages: The Western Perspective	:	Fred S. Kleiner
The Social History of Art Volume I & II	:	Arnold Hauser
History of Art	:	Anthony F. Janson

COURSE NUMBER: S3.02
COMMUNICATION   (THEORY)

UNIT 1. Introduction to communication: Definition, meaning & concept, Different types of communication: Verbal and written, Mass Communication.

UNIT 2. History of Media : Mass Media: Meaning & Concept, Introduction to Indian Press: Brief account of the origin and development of newspaper and magazine in India, History of the development of electronic media in India: Radio & TV

UNIT 3. Advertising as medium of communication, Process of advertising and marketing,
UNIT 4. Effective Communication.

REFERENCE

Introduction to Mass Communication in India	: Keval J. Kumar
Introduction to Communication Studies	: John Fiske
McQuail's Mass Communication Theory	: Denis Mc'Quail
Kleppner's Advertising Procedure	: Thomas Russel & W. Ronald Lane
Ogilvy on Advertising	: Ogilvy

COURSE NUMBER: S3.03
DRAWING 4 : VISUALIZATION & REPRESENTATION (PRACTICAL)

UNIT 1. Drawing of Various objects

UNIT 2. Sketching of specific situations: natural and man-made

UNIT 3. Visual representation and interaction drawings, Information drawings- Data, information, Knowledge. different kinds of information: study of charts such as bar chart, pie chart, line chart, organizational chart etc.

UNIT 4. Information graphics in signage systems. Information graphics in interactive media

COURSE NUMBER: S3.04

BASIC GRAPHIC DESIGN (PRACTICAL)

UNIT 1. To develop the sense of space and division, understanding of basic form and fundamentals of design and colour. Elements of Design: Line, Shape, Forms, Space, Colours etc

UNIT 2. Detailed study of visual art and its implementation in advertising for effective communication.

UNIT 3. Designing of Logo, Emblems, Stationary.

UNIT 4. Book-jackets, Tags, leaflets, folders etc.

COURSE NUMBER: S3.05

BASIC PHOTOGRAPHY (PRACTICAL)

UNIT 1. Practical use of photography

UNIT 2. Camera: parts and functions, Digital Camera: SLR, DSLR etc

UNIT 3. Lighting, exposure, Composition, Depth of Field, Rule of thirds, Colour filters, etc

UNIT 4. Professional photography.

REFERENCE

The Digital Photography Book, Part 2	:	Scott Kelby
The Art of Photography: An Approach to Personal Expression	:	Bruce Barnbaum
Photography: A Cultural History	:	Mary Warner Marien

INTRODUCTION TO DIGITAL DESIGN 2: PHOTOSHOP, ILLUSTRATOR AND INDESIGN (PRACTICAL)

UNIT 1. Study of tools: Drawing tools, shape and transform tools, Layers, Pen tool, Bezier curves, pathfinder, colouring, gradients.

UNIT 2. Study of Vector images: its advantage and application areas, various vector editing software, difference between vector images and raster images.

UNIT 3. Working with text, advanced options of text, organizing illustrations with layers. Working with symbols, 3D mapping and flash integration, transparency and blending modes, gradient mesh.

UNIT 4. Reading of histogram, colour correction of images, application of masks, editing Alpha channels, working with smart objects, exploring filters, working with camera Raw files.

REFERENCE

Software Essentials for Graphic Designers	: Mark Gatter
Designer's Apprentice: Automating Photoshop, Illustrator, and InDesign in Adobe Creative Suit 3	: Rick Ralston
The Design Collection Revealed: Adobe InDesign CS5, Photoshop CS5 and Illustrator CS5	: Chris Botello, Elizabeth Reding

SECOND YEAR
SEMESTER 4

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/Jury Marks	Total Marks
S4.01	Theory	Content Development	1	4	6	10
S4.02	Theory	English 3: Copy Writing	1	4	6	10
S4.03	Theory	Design Process & Methodology	2	8	12	20
S4.04	Practical	Basics of Video Film Making	3	12	18	30
S4.05	Practical	Basics of Animation Film Making	3	12	18	30
S4.06	Practical	Advance Typography	3	12	18	30
S4.07	Practical	Advance Photography: Advertising, Product etc	3	12	18	30

COURSE NUMBER: S4.01
CONTENT DEVELOPMENT (THEORY)

UNIT 1. Concept and planning, Phototype design, graphical rendering, development and launch.
UNIT 2. HTML, Web Browsers, hyperlink

UNIT 3. Content Value

UNIT 4. Technological Effects of Content

REFERENCE

Writing for Multimedia and the Web:

A Practical Guide to Content Development for Multi-Media   : Timothy Garrand

Engaging Knowledge: The Inference of Internet Content

Development and Its Meaning for Scientific Development and Research   : Jennifer Cordi

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COURSE NUMBER: S4.02

ENGLISH 3: COPY WRITING (THEORY)

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UNIT 1. The art and science of writing copy, Proof checking

UNIT 2. Copy writing for web pages, Search Engine Optimization

UNIT 3. Ad copy writing, Online Advertisements

UNIT 4. Writing promotional materials for marketing

REFERENCE

Kleppner's Advertising Procedure   : Thomas Russel& W. Ronald Lane

The Adweek Copywriting Handbook   : Joseph Sugarman

Basics Advertising 01: Copywriting   : Rob Bowdery

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COURSE NUMBER: S4.03

DESIGN PROCESS & METHODOLOGY (THEORY)

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UNIT 1. Plan: Research, observe, understand, analyze Interpreting, targeting, and creating of forms and messages

UNIT 2. Design: use cases, Business Process, Wire frames, Design Concepts

UNIT 3. Develop: Design, handover, communicate, monitor, visual design

UNIT 4. Deploy: usability testing, verification, Design quality check and approval

REFERENCE

How to Design: Concept Design Process,

Styling, Inspiration, and Methodology   : Scott Robertson

The Design Method: A Philosophy and Process

for Functional Visual Communication   :Eric Karjaluoto

Design Methods   : John Chris Jones

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COURSE NUMBER: S4.04

BASICS OF VIDEO FILM MAKING   (PRACTICAL)

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UNIT 1. Introduction to video film making, production process, production elements: Camera, lighting, Audio, Video recording

UNIT 2. Stages in Production: Pre production, production, post-production, Production People: Technical and non-technical personal , Script writing, story-board, log-sheet,

UNIT 3. Introduction to video-camera: analogue v/s digital.

UNIT 4. Introduction to editing software.

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COURSE NUMBER: S4.05

BASICS OF ANIMATION FILM MAKING (PRACTICAL)

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UNIT 1. Introduction to animation techniques-drawing cut out and stop motion

UNIT 2. Creating a cut out animation (group assignment).

UNIT 3. Creating a flipbook using drawings (group assignment).

UNIT 4. Creating a stop animation.

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COURSE NUMBER: S4.06

ADVANCE TYPOGRAPHY (PRACTICAL)

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UNIT 1. Letter forms- functional and expressive aspects, expressive typography, experience typography

UNIT 2. Contemporary trends in typography

UNIT 3. Layout and design

UNIT 4. Study of contemporary typefaces, type and culture

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COURSE NUMBER: S4.07

ADVANCE PHOTOGRAPHY: ADVERTISING, PRODUCT ETC. (PRACTICAL)

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UNIT 1. Fashion photography.

UNIT 2. Ad photography

UNIT 3. News photography

UNIT 4. Photo story (Semester project)

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THIRD YEAR
SEMESTER 5

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Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examinat ion/Jury Marks	Total Marks
S5.01	Theory	Personality Development	1	4	6	10
S5.02	Theory	Printing Technology & Methods	1	4	6	10
S5.03	Studio	Graphic Design Project 1: Publication Design	4	16	24	40
S5.04	Practical	Introduction to User Interface Design	2	8	12	20
S5.05	Studio	Graphic Design Project 2: Illustration Based	3	12	18	30
S5.06	Studio	Graphic Design Project 3: Interactive Design	3	12	18	30
S5.07	Elective	Open Elective	2	8	12	20

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COURSE NUMBER: S5.01

PERSONALITY DEVELOPMENT (THEORY)

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UNIT 1. Public speaking, Rhetoric, Presentation Skills

UNIT 2. Group Discussions, Brain-storming

UNIT 3. Body language, Eye-contact, Voice modulation

UNIT 4. Dealing with management, clients and companies
REFERENCE
Social and Personality Development   : David Shaffer
Personality Development and Soft Skills   : BarunMitra
A Theory of Personality Development   : Luciano L'Abate, Charles H. Bryson

COURSE NUMBER: S5.02
PRINTING TECHNOLOGY & METHODS (THEORY)

UNIT 1. Various printing processes, type setting
UNIT 2. Line and halftone jobs, their reproduction
UNIT 3. Processing on camera and scanners: halftone, screen and their relation with job
UNIT 4. Paper, ink and printing process etc.
REFERENCE
Printing Technology   : J. Michael Adams, Penny Ann Dolin
Hand Book on Printing Technology
(Offset, Gravure, Flexo, Screen)   : Niir Board

COURSE NUMBER: S5.03
GRAPHIC DESIGN PROJECT 1: PUBLICATION DESIGN (STUDIO)

UNIT 1. Layout design: Directing the eye, backwards movement, application of design principles in layout, free style layout, grid design, formats, margins, columns and gutters, page depth, working with imagery, borders and rules.
UNIT 2. Magazine Design: Creating a suitable grid, title and cover policies, visualization in magazine design, basic magazine terminology, redesigning a magazine, essentials of page design.
UNIT 3. Newspaper design: The main elements of print layout, formats and grid, space, colour, headlines, masthead, laying out pages, the modular and mini column formats, designing of front page and inner pages.
UNIT 4. Book design: Effective grid design for the book, typography, margins in page design, layout of text and images. Consistency in design: Creating style guides and printing instructions.

COURSE NUMBER: S5.04
INTRODUCTION TO USER INTERFACE DESIGN (PRACTICAL)

UNIT 1. Importance of User interface, Graphical User Interface
UNIT 2. GUI Characteristics: Windows, Icons, Menus, Pointing Devices, Graphics
UNIT 3. User-centred design, multiple user interface, User interface design process and principles
UNIT 4. Interaction styles: Direct manipulation, Menu selection, Form fill-in, Command language, natural language, Interface evaluation.

COURSE NUMBER: S5.05
GRAPHIC DESIGN PROJECT 2: ILLUSTRATION BASED (STUDIO)

UNIT 1. Story illustration, Cover Design exploring the communicative values of images
UNIT 2. Styles of illustration
UNIT 3. Illustration techniques

UNIT 4. Illustration for various needs: Children's books, text books, scientific illustration, magazine illustration etc

COURSE NUMBER: S5.06
GRAPHIC DESIGN PROJECT 3: INTERACTION DESIGN (STUDIO)

UNIT 1. Principles of interaction design- anticipation, consistency, metaphors, accessibility, typography, Navigation. Using narrative in interaction design

UNIT 2. Web-based interfaces, Interface elements: text, page elements, and navigational components. Formatting using style sheets

UNIT 3. Designing and developing an interactive system-data collection, concept and planning, design, prototyping, evaluating, production, testing.

UNIT 4. Contemporary trends in UI design.

THIRD YEAR
SEMESTER 6

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination /Jury Marks	Total Marks
S6.01	Exposure	Study Tour & Industrial Visits	2	8	12	20
S6.02	Theory	Design Office & Project Management	1	4	6	10
S6.03	Theory	Advertising & Marketing Theory	1	4	6	10
S6.04	Studio	Graphic Design Project 4: Visual Identity & Branding	4	16	24	40
S6.05	Studio	Graphic Design Project 5: Advertising & Packaging	4	16	24	40
S6.06	Studio	Graphic Design Project 6: Design for Social Needs	4	16	24	40
S6.07	Exposure	Industrial Internship in Summer Vacation	6	24	36	60

COURSE NUMBER: S6.01
STUDY TOUR AND INDUSTRIAL VISITS (EXPOSURE)

Professional courses such us B.Des requires learning outside the classroom and practical experiences which will help the students in understanding the current trends existing in the industry and market. Thus industrial visits and study tour are an integral part of Professional Education through which students get to experience professional practices and gain information regarding functioning of various industries. Study tour to selected areas and industrial visits will add tremendously to the understanding of career opportunities of the students and help them in shaping according to the demand of the industry during the course period. This unique experience will help the students in broadening their efficiency to become highly talented professionals.

COURSE NUMBER: S6.02
DESIGN OFFICE & PROJECT MANAGEMENT (THEORY)

UNIT 1. Structure of an Design Office (Ad Agency).Operations of an Ad Agency.

UNIT 2. Services rendered. Selling Agency Service: Function for the Client and Functions for the Media.

UNIT 3. Marketing Plan, Advertising Plan, Media Plan.

UNIT 4. How the agency works, The Account Executive, Securing the client, Creative Department, The Studio, The Production Department.

COURSE NUMBER: S6.03
ADVERTISING & MARKETING THEORY (THEORY)

UNIT 1. Introduction to integrated marketing communication-marketing mix, promotional mix, definition, characteristics and objective of advertising. Role of Advertising: marketing role, communication role and economic role. Types of ads. The concept of added value.

UNIT 2. Strategic planning: business plan, marketing plan, advertising plan. Key players: Advertiser, Ad agency, Media, target audience. Types of ad agencies: Full service agencies and specialized agencies.

UNIT 3. Ad campaign, budget, Media planning, Message strategy: Advertising Copy, Copy development. David Ogilvy's philosophy. DAGMAR approach, Hierarchy of effects approach.

UNIT 4. Ethics of advertising, Puffery, Deception, False claims, Self-regulation. Ad Laws ASCI code, Doordarshan Code. Branding: Brand name, Logo

REFERENCE

Kleppner's Advertising Procedure : Thomas Russel & W. Ronald Lane
Advertising Age: The Principles of Advertising
and Marketing Communication at Work : Esther Thorson, Margaret Duffy
Global Marketing and Advertising: Understanding
Cultural Paradoxes : Marieke de Mooij

COURSE NUMBER: S6.04
GRAPHIC DESIGN PROJECT 4: VISUAL IDENTITY & BRANDING (STUDIO)

UNIT 1. Visual identity: Elements of a brand-colour, form, shape etc.

UNIT 2. Redesigning and branding of existing and new products and organization.

UNIT 3. Brand Value, Brand identification through Logo and emblem.

UNIT 4. Brand Strategy that determines the promise of the product or service.

COURSE NUMBER: S6.05
GRAPHIC DESIGN PROJECT 5: ADVERTISING & PACKAGING (STUDIO)

UNIT 1. Packaging Technology, Designing packages for existing products

UNIT 2. Evaluation and production of packages.

UNIT 3. Creating packages for new products

UNIT 4. Plastic bags, wrappers, paper cartons, boxes etc.

COURSE NUMBER: S6.06
GRAPHIC DESIGN PROJECT 6: DESIGN FOR SOCIAL NEEDS (STUDIO)

To gain professional experience in graphic designing, students should go through designing process by selecting a theme and create Logo, Emblem, Stationeries, Leaflets, Brochures, Print Ads, Poster and Campaign under the guidance of faculty.

INDUSTRIAL INTERNSHIP IN SUMMER VACATION (EXPOSURE)

Students are expected to undergo a one month internship at any Design Institute, Ad agency or in designing department of print or electronic media to get on experience of acquire professional experience in Designing.

Proof of completed works have to be submitted in the beginning of semester 7.

FOURTH YEAR
SEMESTER 7

Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/ Jury Marks	Total Marks
S7.01	Studio	Industrial Internship Exhibition & Presentation	1	4	6	10
S7.02	Studio	Graphic Design Project 7: Environment Graphics or Signage Design	4	16	24	40
S7.03	Studio	Graphic Design Project 8: Of One's Own Choice	4	16	24	40
S7.04	Field Study	Colloquium Paper	3	12	18	30
S7.05	Field Study	Study for Degree Project Proposal and Presentation	2	8	12	20
S7.06	Studio	Portfolio Design for Oneself	2	8	12	20

COURSE NUMBER: S7.01
INDUSTRIAL INTERNSHIP EXHIBITION & PRESENTATION (STUDIO)

The work proofs of the internship done during the sixth semester along with a detailed report have to be exhibited and presented.

COURSE NUMBER: S7.02
GRAPHIC DESIGN PROJECT 7: ENVIRONMENT GRAPHICS OR SIGNAGE DESIGN (STUDIO)

Students are expected to do a graphic design project based on a theme related to environment or create a set of signage designs based a topic/theme.

COURSE NUMBER: S7.03
GRAPHIC DESIGN PROJECT 8: OF ONE'S OWN CHOICE (STUDIO)

Students can a choose a theme/topic of their interest in consultation with faculty and create a Logo, Emblem, Stationeries, Leaflets, Brochures, Print Ads, Poster and Campaign

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COURSE NUMBER: S7.04
COLLOQUIUM PAPER (FIELD STUDY)

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Students are expected to do a field study about any local architectural / local designs / performing arts, relating it with graphic art forms and prepare a colloquium paper and give a presentation on it.

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COURSE NUMBER: S7.05
STUDY FOR DEGREE PROJECT PROPOSAL AND PRESENTATION (FIELD STUDY)

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To gain professional experience and knowledge in Corporate and advertising design, students are provided with an opportunity to prepare an Ad campaign.

Students should choose an existing/ a new client from the following categories.

> Product: Consumer durable/ Daily consumer
> Service: Commercial/ Non-commercial
> Public Welfare: National/International

After selecting the client, students should do a market study and find out USPs and decide the advertising objective and prepare and present an advertising proposal for the Degree project which will be carried out in the final semester.

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COURSE NUMBER: S7.06
PORTFOLIO DESIGN FOR ONESELF (STUDIO)

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Students are expected to prepare a professional portfolio for themselves which will include their CV and works which they have been done during the course period. The portfolio should have a proper layout and design and should maintain professional standards and norms.

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FOURTH YEAR
SEMESTER 8

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Course No	Type of Course	Subject	Credit/ Week Unit	Internal Marks	Examination/ Jury Marks	Total Marks
S8.01	Studio	Degree Project	16	64	96	160

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COURSE NUMBER: S8.01
DEGREE PROJECT (STUDIO)

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The final semester degree project provides the students with an opportunity to explore their designing talents which they have accumulated during the period of course. Students under the guidance of the supervising faculty should prepare an advertising campaign based on the Advertising proposal prepared during the previous semester.

The approved final projects of all the students will be displayed in the Degree Show Exhibition for the Jury members and the public.